

handsome urban boulevard image should be sought which achieves a distinct appearance beginning at the gateways of these road elements.

3. **Entry Gateway Enhancement.** East-west and north-south gateways to the City are located at key entry points where initial views of the downtown are offered the traveler. A variety of street treatments, architectural and landscape enhancements should be employed to define and enrich the City's front doors.
4. **Building Fabric and Profile.** The chaotic pattern of building form today should evolve to a more unified orientation to the inherent grid of the downtown streetscape. Low-profiled streetwalks of buildings flanking well landscaped street channels will define the form of the downtown district in the future.

4.4 STREETScape, URBAN OPEN SPACE AND LANDSCAPE POLICIES

Whether driving through or walking through the downtown, the streetscape is what the public experiences, views and enjoys as downtown open space. The quality of pedestrian amenities (trees, lighting, benches, furnishings and materials) enhances the appearance of the downtown and its attractiveness as a social place. The streetscape is, at first, shaped by the building forms that line the streets as well as what is contained in the sidewalk, pedestrian plazas and areas, and vehicular way.

Detailed design guidelines dealing with streetscape materials and furnishings further enhance and complete the streetscape policy framework. These include statements dealing with the pattern of streetscape paving materials, location of special planting areas, lighting, paving and street furniture.

STREETScape, URBAN OPEN SPACE AND LANDSCAPE OBJECTIVE

Achieve a well landscaped streetscape which distinguishes the downtown district, forms the urban open space network and establishes a new design quality for El Camino Real and Ralston Avenue, the major gateways and surrounding streets. A visual streetscape hierarchy should be created which establishes El Camino Real and Ralston as major prominent evergreen boulevards and all other downtown streets as having a uniform streetscape character.

STREETScape PLAN POLICIES

4.4.1 Streetscape Plan Map. The accompanying map, Figure 4.1 identifies overall streetscape policies dealing with the hierarchy of streets both as to vehicular function and